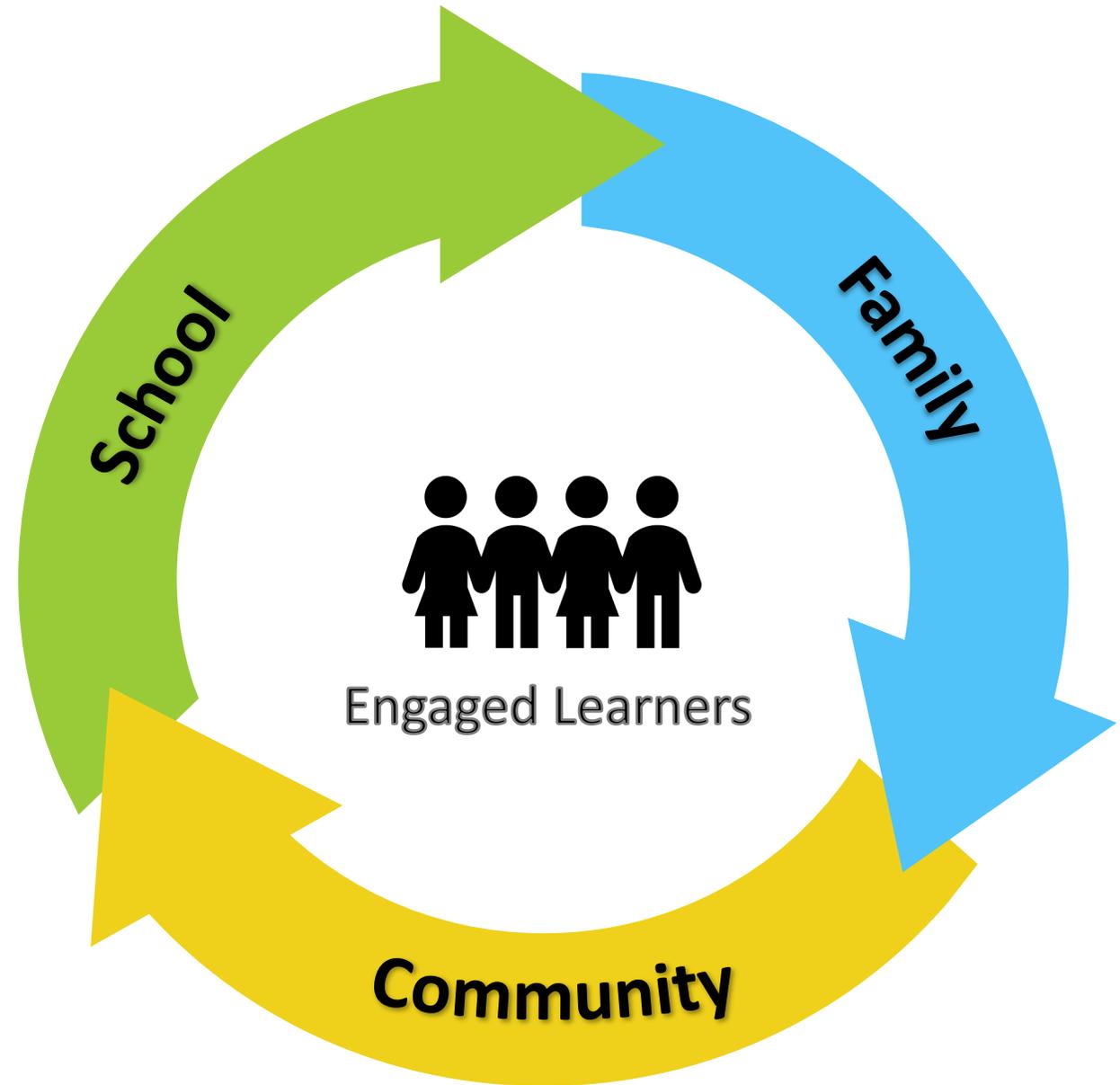


VIRGINIA READS ONE BOOK (VAROB)

MARCH 2021

WWW.VABANKERS.ORG/POST/VIRGINIA-READS-ONE-BOOK

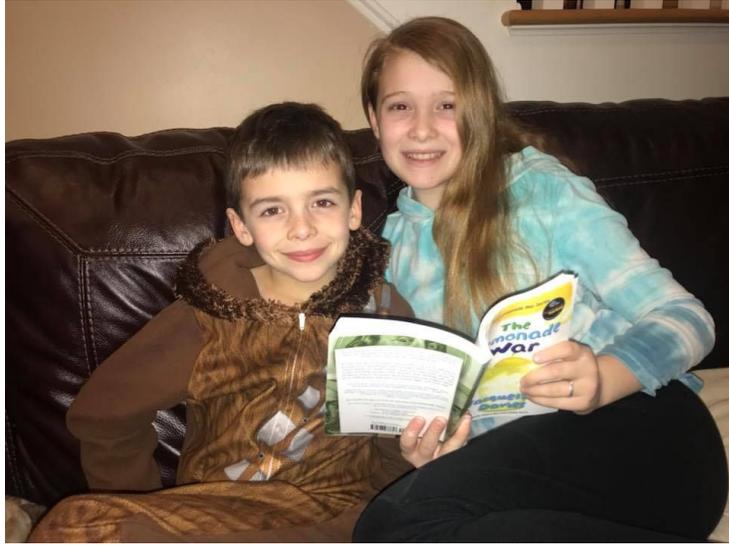
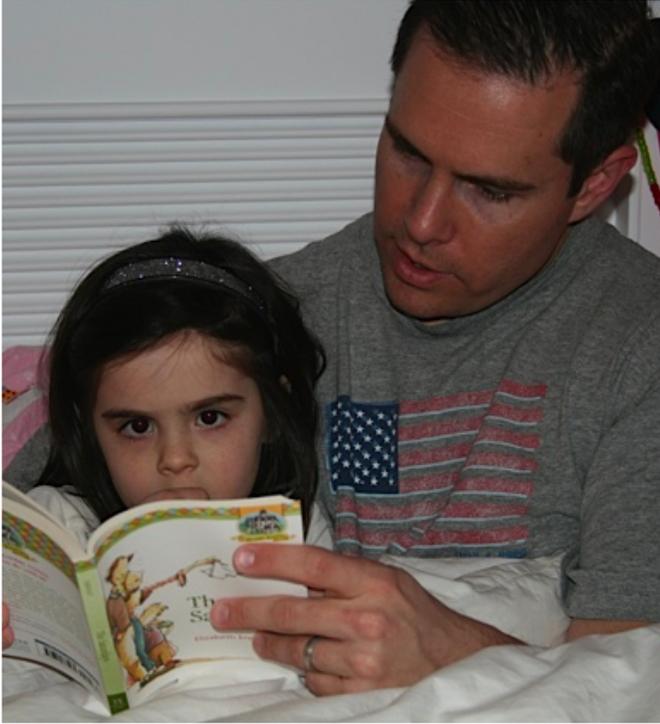
**Surround
students
with literacy**





Why?

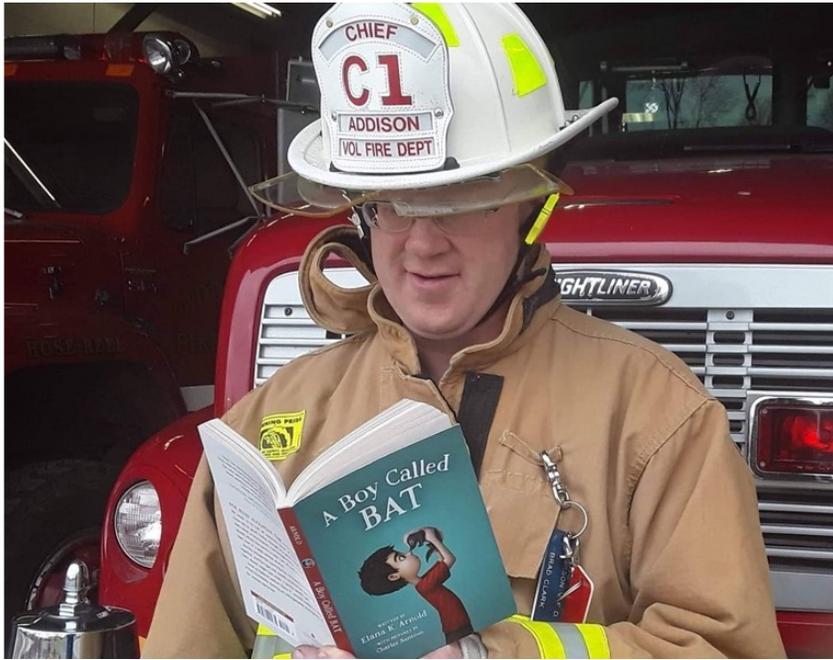
When **schools** present *clear, meaningful, and accessible* ways to support a child's learning and wellbeing, **families** choose to engage, and **communities** thrive.



**Families
read
together**

Schools celebrate and explore

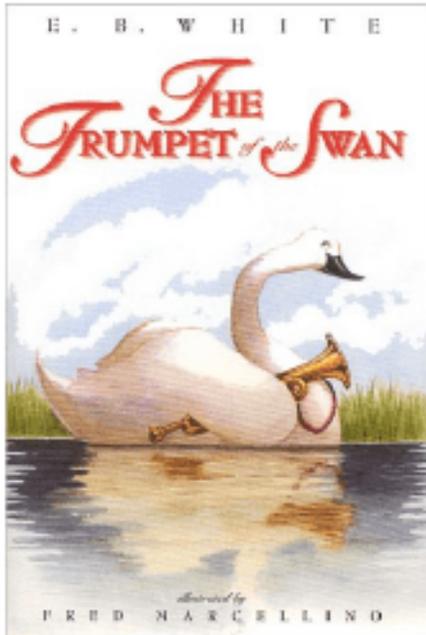




Communities Support



Virginia Reads One Book[®]



This year's title!

Read to Them is proud to offer this unique opportunity for everyone throughout the whole state to read the same book... *together!*

Read with us beginning

March 1, 2021

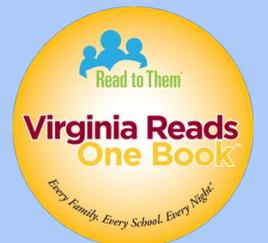
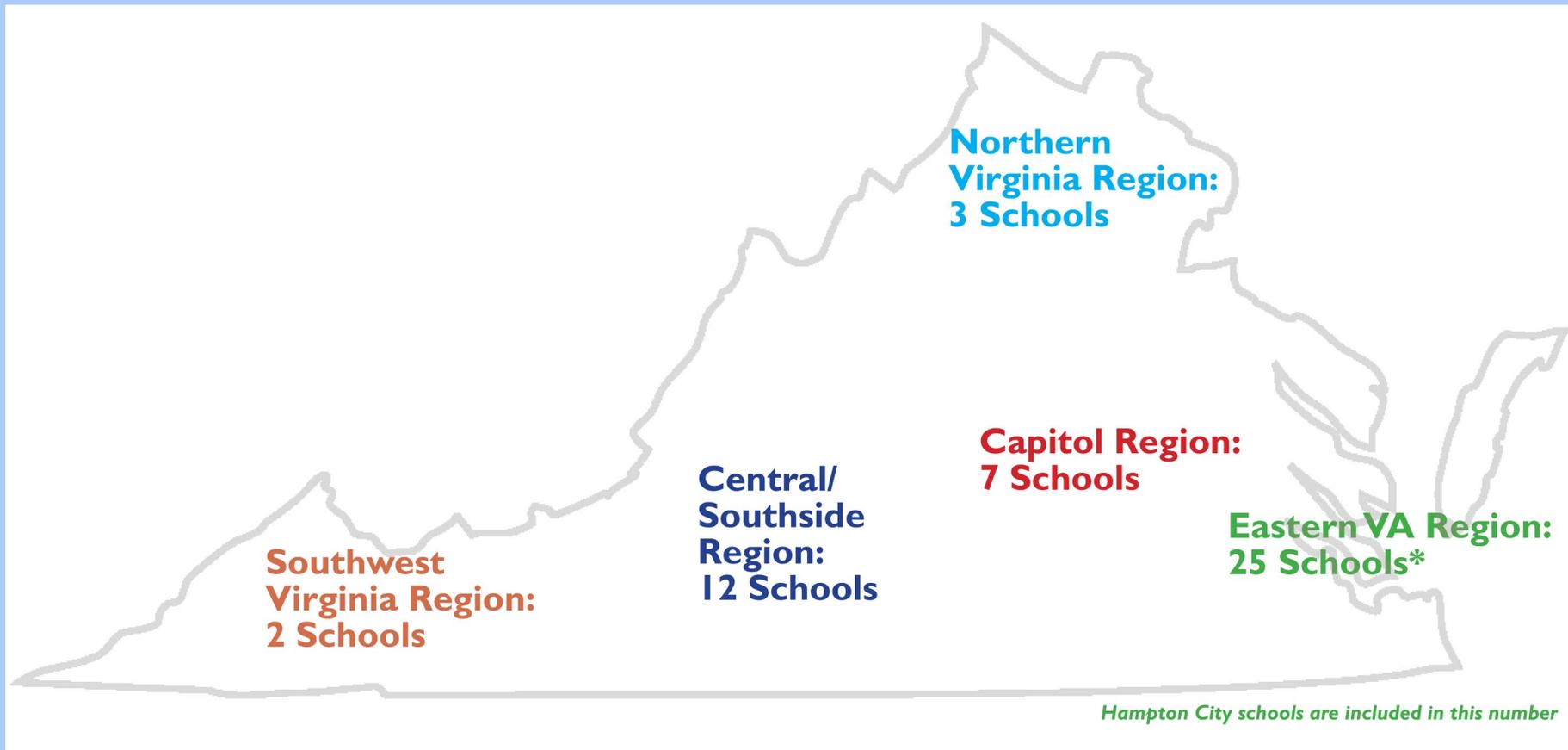
Learn More at: www.readtothem.org/virginia



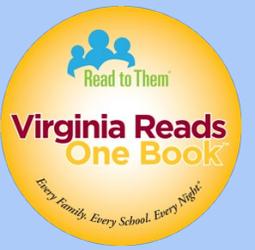
2020 VAROB STATEWIDE REACH

The Foundation and banks across Virginia contributed more than **\$86,000** to the 2020 VAROB program, sponsoring more than **17,000** students and staff at **49** Title I schools!

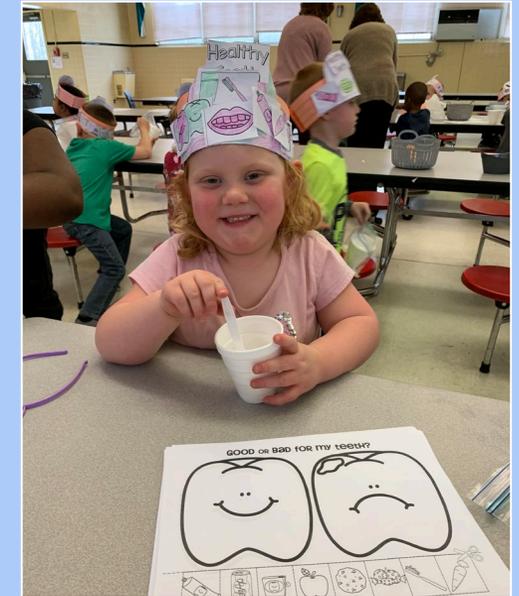
More than **36,000** students and their families participated statewide.



2020 FOUNDATION SUPPORT

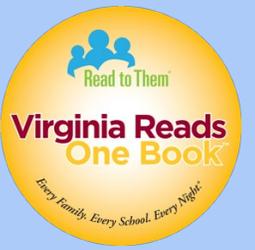


- The Foundation made a **\$15,000** contribution in 2020.
- The Foundation's contribution sponsored more than **4,100** students and staff from **10** Title I elementary schools.



Students from Bacon District Elementary School in Charlotte County made toothpaste to go along with the theme of this year's book, The Toothpaste Millionaire.

FOURTEEN ADDITIONAL BANK SPONSORS MADE MORE THAN \$71,000 IN CONTRIBUTIONS!



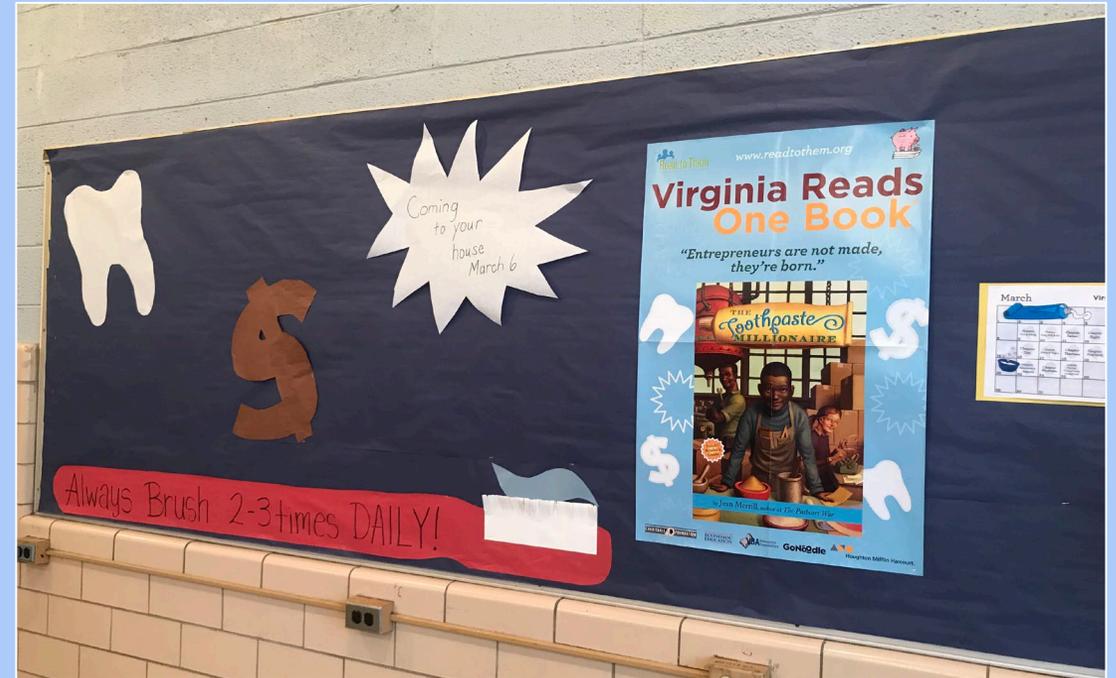


PLANS FOR 2021

- VBA will sponsor up to \$10,000 for new Title I schools to participate
- Introduce new bank sponsors to the program
- Establish relationships between banks and schools that will continue after the end of the program – Teach Children to Save in April!

PROGRAM RESOURCES

- For the schools:
 - Book for every child and staff member
 - Sticker on the inside front cover that includes the sponsor bank's logo
 - Bookmarks
 - Posters
 - Reading schedule
 - Financial literacy lesson plans
 - Assembly ideas
 - Daily trivia questions
 - Family literacy activities and ideas
 - ...and more!



Engaging virtual learning opportunities

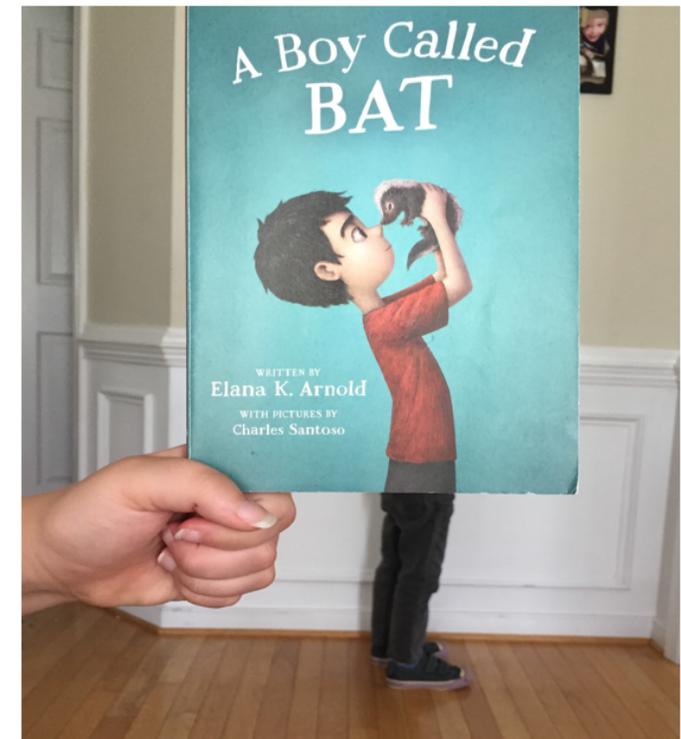
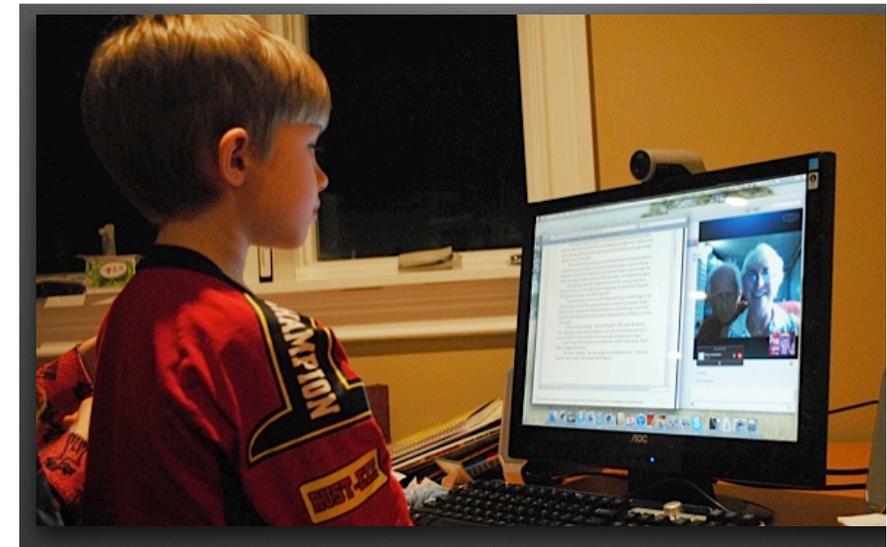
- Live Chapter Readings
- Online Activities
- Daily Trivia
- Author and Illustrator Interactions
- Contests and Prizes

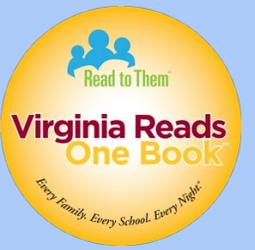


“One Book Connects has been a great addition to our programs curriculum. Our students are participating more and really engaging with the story. It is one of the best parts of our day!”



Fun ways for families to participate





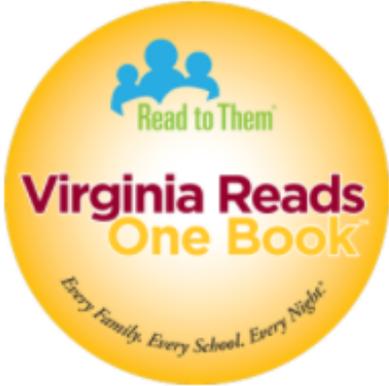
PROGRAM RESOURCES

- For the banks:
 - Copies of the book
 - Extra posters and bookmarks
 - VBA created resource page that houses relevant VAROB resources including:
 - Program timeline
 - Reading schedule
 - Classroom activity ideas
 - Social media posts
 - Customizable press release
 - ...and more!

2020 Virginia Reads One Book Resources

Sponsored by the VBA Education Foundation and Banks Across Virginia

MONICA MCDEARMON



Thank you for your interest in sponsoring Virginia Reads One Book in your community!

The VBA will be contacting banks soon with opportunities to sponsor interested schools in your area. As schools complete the funding request forms, the VBA will contact banks in the schools area who have expressed interest in sponsorship.

[Program Overview & Timeline](#) | [How Can Your Bank be Involved During the Program at the School?](#)

[Templates & Resources for Bankers](#) | [What Resources do the Schools Receive?](#)

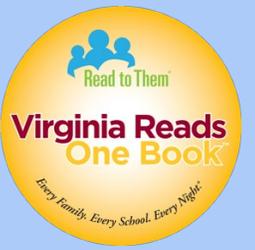
Program Overview & Timeline



WAYS YOUR BANK CAN BE INVOLVED

- Kick-off assemblies
- Providing promotional giveaways and/or prizes
- Guest readers
- Financial literacy lessons
- Tie into youth savings program at your bank
- Attend literacy fairs/culminating events

MEDIA COVERAGE



City schools join reading program

Special to the Register & Bee
Mar 8, 2020

Special to the Register & Bee

Two Danville schools are joining more than 35,000 public school students and their families from across Virginia will read the same book on the same schedule.

It's all part of Virginia Reads One Book — a statewide family literacy program designed to strengthen the educational connection between home and school from Richmond-based Read to Them.

First Bank & Trust Company Proud to Sponsor Meadowview Elementary School for Virginia Reads One Book



NEWS PROVIDED BY
First Bank & Trust Company →
Mar 09, 2020, 08:58 ET

ABINGDON, Va., March 9, 2020 /PRNewswire/ -- More than 35,000 public school students and their families from across Virginia are reading the same book on the same schedule during March. It's all part of Virginia Reads One Book — a statewide family literacy program designed to strengthen the educational connection between home and school from Richmond-based Read to Them. First Bank & Trust Company is a proud sponsor of this program at Meadowview Elementary School where more than 580 students and staff are participating. First Bank & Trust Company CEO, W. Mark Nelson, attended a kick off ceremony that was held last Friday, March 6th where he read to local students.





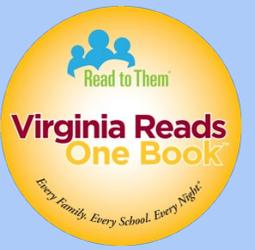
Henrico County's hometown news source since 2001

Va. Bankers Association among groups supporting Va. Reads One Book

Citizen Staff on March 10, 2020

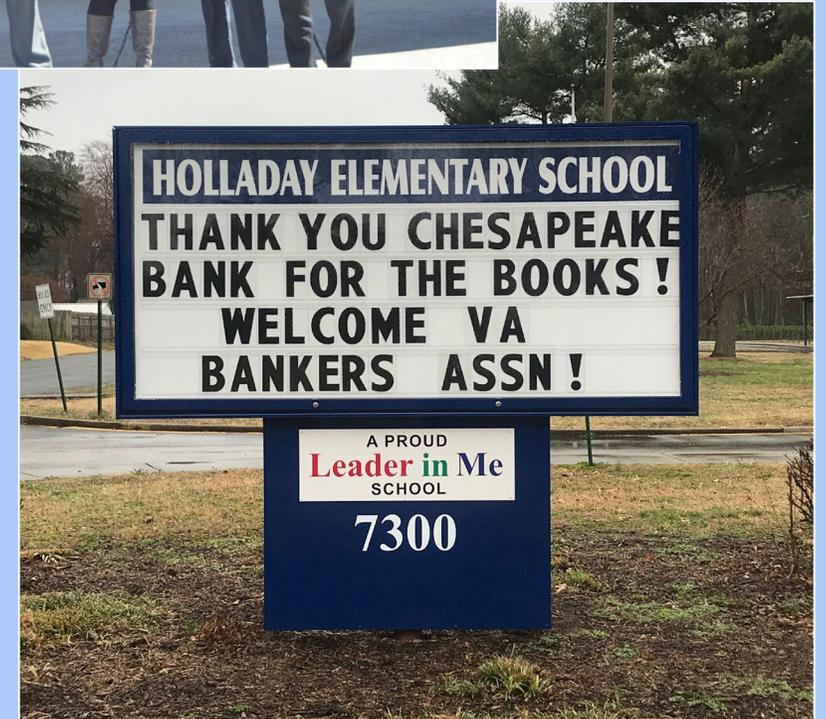
More than 17,000 Virginia students and their families are reading the same book on the same schedule during the month of March, thanks to more than \$86,000 of financial support from Virginia's banking industry.

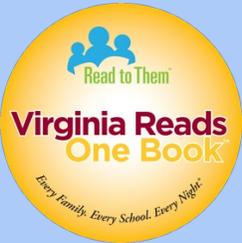




WAYS YOUR BANK CAN SPONSOR

- \$5.95 per student
 - Includes book, resources, lessons, etc.
 - Spanish copies are available for \$9 per student
- Some schools are looking for partial sponsorship
- Banks can partner with the Foundation to sponsor
- Schools – Funding Request Form
- Banks – Bank Interest Form
- VBA will try to secure sponsorships before Winter Break – deadline for ordering is January 27, 2021
- Think about the schools your bank already has relationships with!





PRAISE FROM SPONSORED SCHOOLS

“I loved the objectives broken down by grade level. It allowed me to disseminate information appropriately and not overshare with grade level teachers. Teachers shared info with parents and when closures occurred [due to COVID-19], we sent out the information again to our families.”

“This is a wonderful program that supports school-wide reading and learning across all content areas. It truly brings school and community together!”

“VAROB not only motivates and excites the students to read, it does so for their whole family! The parents, staff, custodians, cafeteria workers, and bus drivers - we are now a family of readers!”

“I am beyond appreciative that our students not only had this opportunity to read a book with their families, but also were able to build their home libraries. Thank you VAROB, Read to Them, and American National Bank!”

98%



What Students Say:

“Last night was the last chapter and my whole family was excited to find out what would happen. After we read, we talked about how we all had connections to some of the characters. I loved reading with my whole family because we never do anything together anymore.”

-Currituck, NC

98% of educators surveyed

Noted an increase in student engagement with reading and learning as part of the program



What Parents Say:

“Thank you so much for this program. When my wife and I divorced, I spoke to my children every night on the phone. We always talked about the chapters they had just read during **One School, One Book**. It was a great way to connect when we felt far apart.”

-Albemarle, VA

87%



87%

of parents surveyed

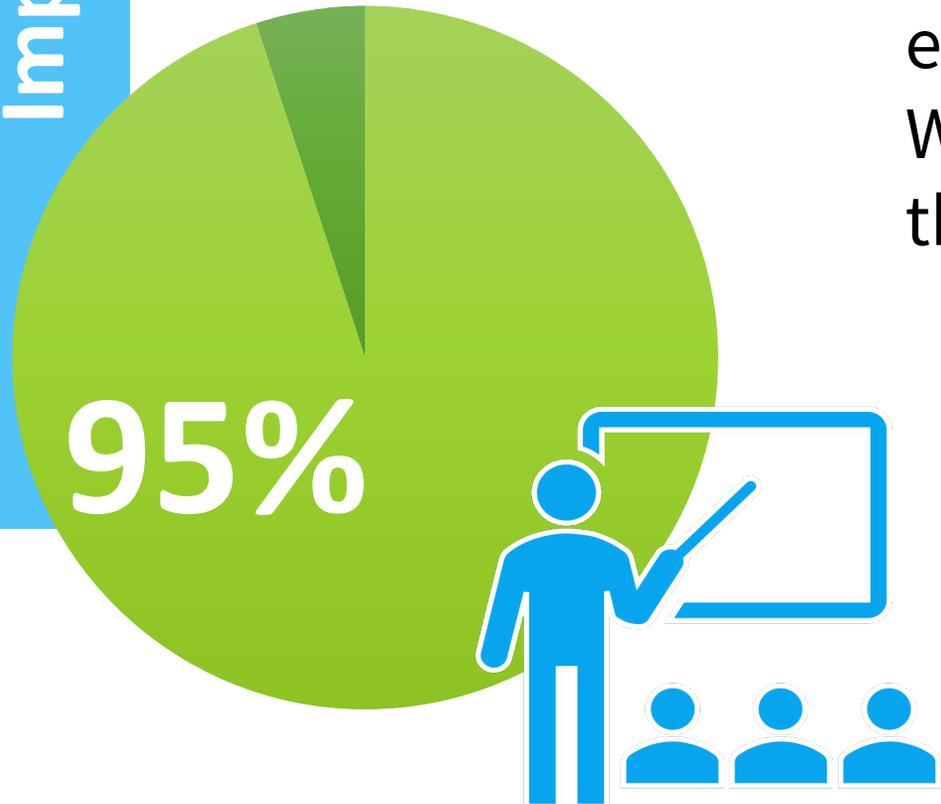
Expect to read more with their child after participating in Read to Them’s **One School, One Book** program.



What Schools Say:

“We have already seen a significant impact. The excitement about reading has grown. It’s really great to have everyone talking about the same book. What we are trying to do is transform the community through literacy.”

-Mission, TX



95% of educators surveyed

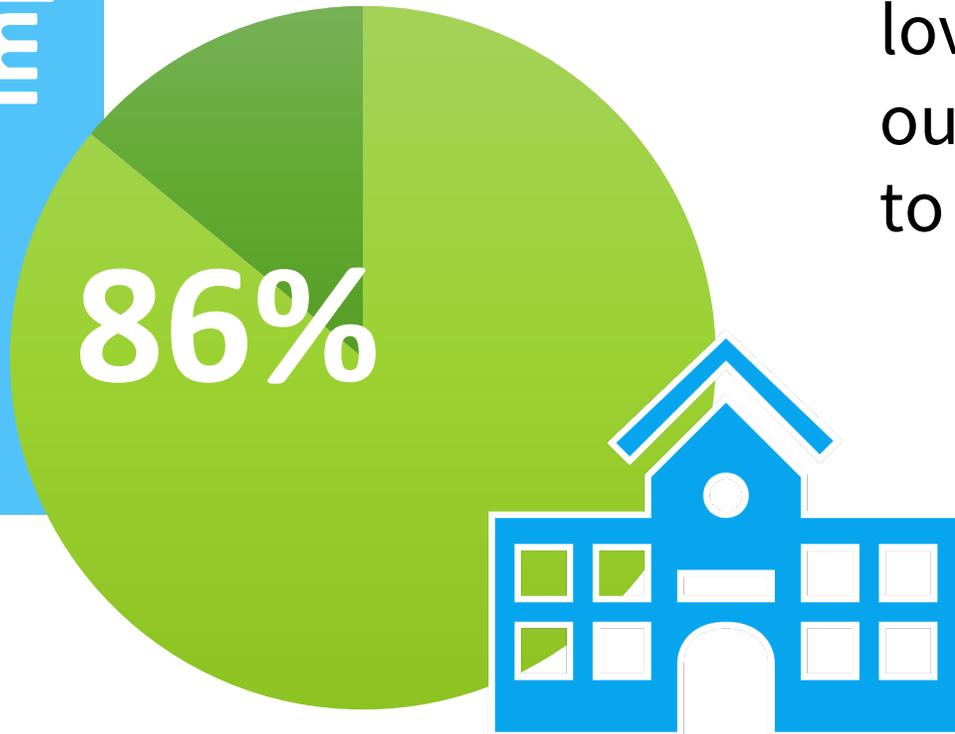
Would do the *One School, One Book* program again.



What Administrators Say:

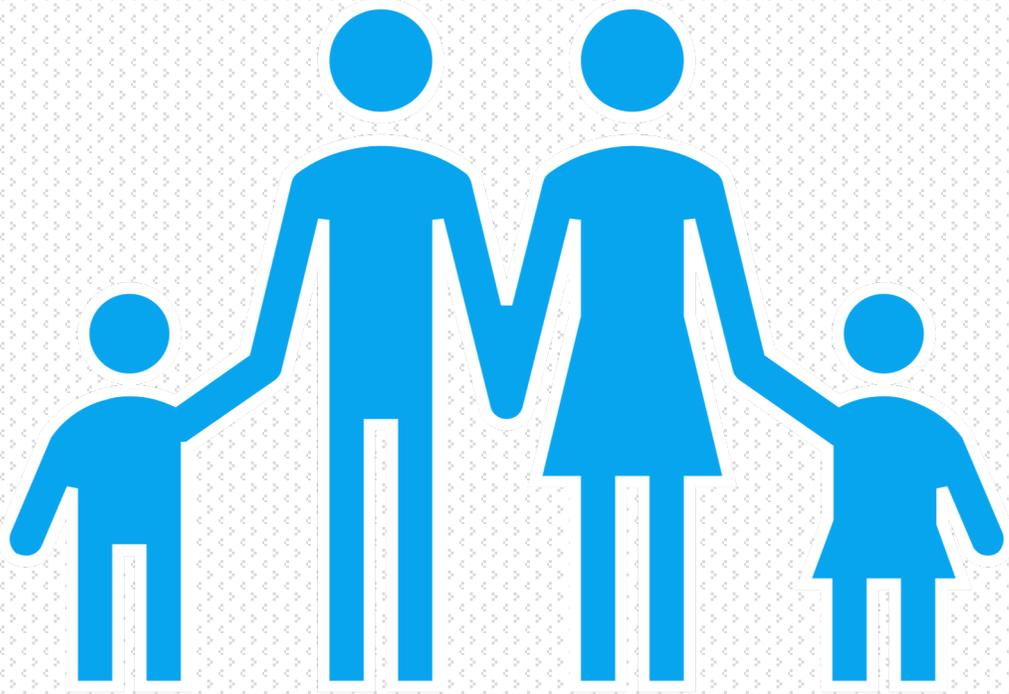
“We are having a lot of fun with this program. We had over 400 people attend our Family Literacy Night and love the responses we are getting from our families. We are sitting down today to look at a book for next year.”

-Bryan, TX



86% of educators surveyed

Noted positive movement toward school goals for student learning.



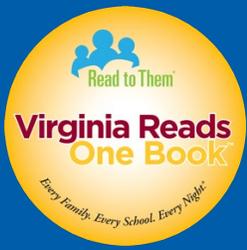
2 Million+ Families



3,000+ Schools



50 States



QUESTIONS?